



Cyrus Farivar <cfarivar@cfarivar.org>

Interview Request for Facebook: Social Media's Impact on Society

Qualitative Research Department <indepthinterview@luceresearch.com>

Mon, Aug 19, 2019 at 9:03 AM

Reply-To: [REDACTED]

To: cfarivar@cfarivar.org

Dear Cyrus Farivar,

I am contacting you from *Luce Research*, a market research agency that specializes in recruiting participants for research projects and opinion former studies worldwide.

We are working with the research consultancy firm, *Republic*, on an important research project for *Facebook*, exploring attitudes towards social media, the role that social media plays in today's society and the priorities that social media companies should be setting at the current time. In particular, we are interested in discussing:

- Security and privacy on social media;
- How content shared on social media should be moderated;
- Responsibility for the integrity of information on social media.

As part of this research we are speaking to key opinion formers in the US in order to capture the latest thinking on these issues and, to this end, were very much hoping that you would consider taking part.

Facebook is enthusiastic to hear your thoughts and recommendations on these issues and have asked *Republic* to conduct this research in order to allow you to be completely open and honest in your feedback. The interview would last around 45 minutes and would be conducted over the telephone by a researcher from *Republic* or *Luce* at a time to suit you. As a gesture of thanks for your time and input we are offering \$350, which can be donated to a charity, should you prefer.

Please note that the research is being conducted in strict accordance with the Market Research Society's code of conduct and the Data Protection Act, and all responses are therefore anonymous, confidential and non-attributable.

By agreeing to take part in this project and accepting compensation, you confirm that there are no professional or other restrictions on your participation in this research.

This is an exciting piece of research and we would be delighted to hear from you.

If you would like to participate and/or have questions about the research, please reply to this email or to

[REDACTED] at [REDACTED] or by phone at [REDACTED]

Best wishes, and thanks in advance,

Todd Luce

President, Luce Research